

Consumers' Guide



Facts
Behind
Food
Prices

VOL. 2, NO. 13
APRIL 22, 1935

CONSUMER QUERIES *and* COMMENTS



"WHAT is a 'strictly fresh egg'?" asks a New England consumer.

There is no simple answer to that question. Eggs shipped in interstate commerce, under food and drug regulations, cannot be labelled "strictly fresh" if they are storage eggs. Local and State regulations sometimes make additional requirements. For example, in some States a "strictly fresh egg" must not be more than 30 days old. In other States there are regulations that permit eggs that rate as high as "U. S. Extras" or better to be called strictly fresh. There is no uniformity of definition or practice. Consumers should remember that the age of an egg is not necessarily any indication of its freshness. A week-old egg may not be as fresh as a month-old egg because it has not been as carefully handled. Best buying practice for consumers is to learn the official standards for graded eggs—local, State, or Federal—and buy by them. An increasing number of stores now offer consumers Federal graded eggs.



"YEARS ago", writes a New York consumer, "when we wanted good wholesome sour milk we accomplished it very easily by letting the milk we bought ferment. Today when I try the

"The farmer and the consumer have common interests which far outweigh any temporary diversity of objectives. The farmer gives the consumer life by supplying him with food. The consumer gives the farmer life by buying food from him. Each has to protect the other in order to protect himself."

Henry A. Wallace
Secretary of Agriculture

same simple method the result is not fit to eat. What is the explanation of that, and how can I make the good old-fashioned kind of sour milk?" The explanation is probably that pasteurization has destroyed many of the bacteria which are the cause of the natural process of souring. The milk we used to buy, which was not pasteurized and consequently not as safe as present-day high quality milk, contained a much larger number of milk-souring organisms. To make pasteurized milk sour quickly, get a small amount of buttermilk culture from the dairyman and add this to the fresh milk. This culture is merely a concentrated form of milk-souring bacteria and is entirely harmless. Thereafter use a portion of one day's

sour milk to start the next. Bottles in which the milk and culture are kept should be carefully scalded before using in order to keep the culture as pure as possible. It may be necessary from time to time to replace the culture with a fresh one purchased from the dairyman.



"HOW can a consumer tell whether or not the food he buys in a can is fresh?" Food which is decayed, moldy, filthy, or otherwise unfit for human consumption cannot be sold in interstate commerce. It is subject to seizure by the Food and Drug Administration. Most States, too, have prohibitions protecting consumers against unfit food sold within the State. The Food and Drug Administration is vigilant in watching for such food, especially that involving a hazard to public health, and in getting it out of trade channels. While the necessity of presenting a complete and unbroken chain of evidence in court demands the procurement of samples by trained food and drug inspectors, and ordinarily precludes the examination of miscellaneous food samples from individual consumers, an exception is made in those cases where a definite health hazard is involved. However, other consumer complaints are followed up whenever the information submitted seems to involve a violation of the Food and Drugs Act. A similar procedure is followed by many State enforcement agencies.

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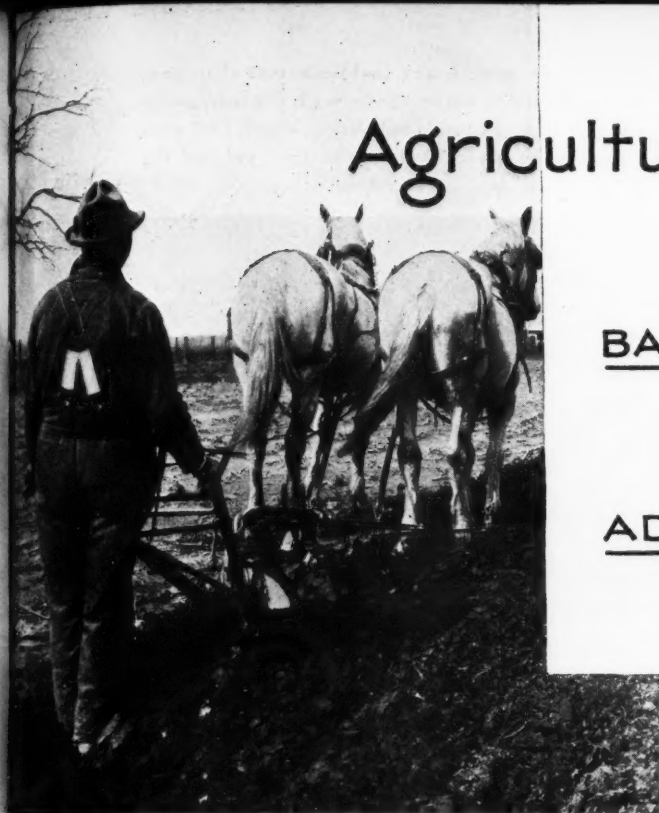
Agricultural Adjustment

means

BALANCED PRODUCTION

for

ADEQUATE CONSUMPTION



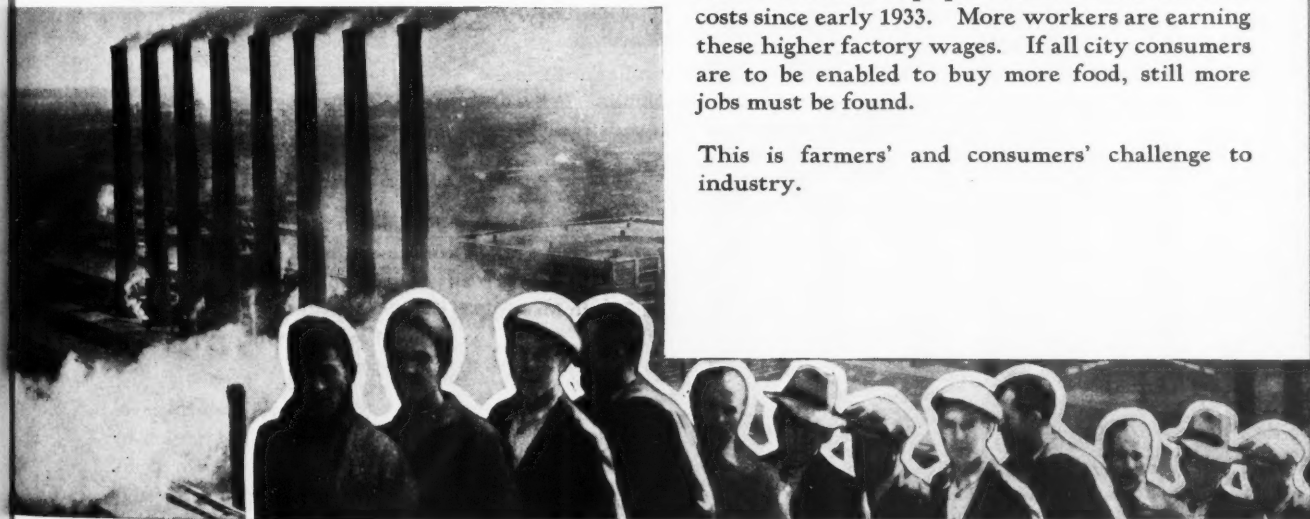
"Our present task is to advance surely and fairly from a system of denied plenty to a system of balanced abundance."—Secretary Henry A. Wallace.

Adequate consumption depends both on balanced production and adequate consumer income.

Agricultural production in 1935 will be within 85 percent of 1929 production—given average weather—despite the 1934 drought and efforts of agriculture to adjust itself to loss of foreign markets. Nonagricultural production in 1935 will probably be about one-third under 1929.

Increases in employed factory workers' incomes have more than kept pace with increases in food costs since early 1933. More workers are earning these higher factory wages. If all city consumers are to be enabled to buy more food, still more jobs must be found.

This is farmers' and consumers' challenge to industry.



Each depression year, industry withdrew from production thousands of acres of factories and plowed millions of workers out onto the streets. Those thousands of acres of factories were producing things consumed chiefly here in America. Agricultural acres withdrawn from production had been producing exclusively for a foreign market closed in large part by foreign tariffs.

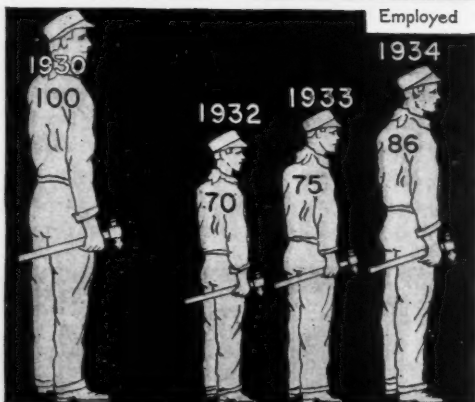
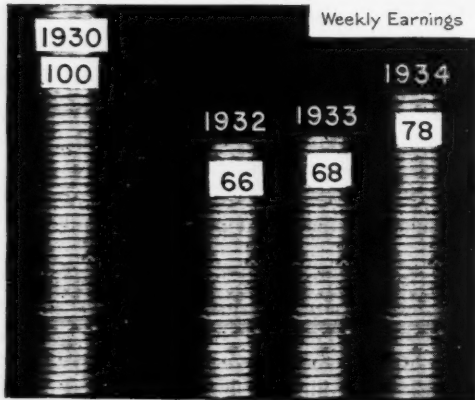
Food costs were lower in March 1933 than they had been for 20 years. Even with the increases in the past 2 years, total food costs in March 1935 were way below their level in the first year of the depression.

How high are food prices?



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Living costs moved down and up with changes in prices of all consumer goods but food costs fell lower than any other item in consumers' budgets. In March 1935 they were still 14 percent below the general cost of living.

Average weekly earnings of workers employed in 25 manufacturing industries have increased from their low level in 1932 faster than food costs have increased. Against an advance of 34 percent in food prices from February 1933 to February 1935, average weekly earnings increased 36 percent. (Food costs represent only a part of workers' total living costs.) For every 1,000 workers earning wages in factories in February 1933 there were 1,329 earning the increased average wages in February 1935.

What made food prices
increase?

Three-fifths of the increase in food prices from March 1933 to March 1935 occurred in the first year. They were due to industrial and monetary recovery programs.

Two-fifths occurred in the second year. These advances were due chiefly to drought, freeze, and adjustment programs.



Four-fifths of all wheat and corn reduction were due to drought; all reduction of barley, rye, oats, and hay was due to drought.



No cattle numbers were reduced by AAA. Millions of drought-starved cattle would have died on farms if AAA had not salvaged the meat to feed relief families.



One and one-half million tons of hogs were eliminated under AAA; another 1.8 million tons because of drought. Drought-reduced feed supplies would have necessitated much of the AAA cut, anyway.

Agricultural adjustment programs reduced supplies of only * those crops customarily sold abroad, and for which there was no longer foreign demand. They did not reduce supplies below the amount usually consumed at home.

*Two minor exceptions (due to AAA marketing agreements): California clingstone peaches, oranges.



Consumers' extra food dollars go to farmers

38 into 91

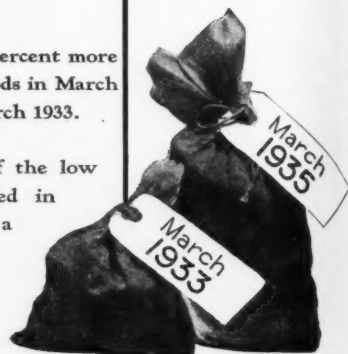


Consumers paid \$5.78 more in March 1935 than in March 1933 for a month's supply of 10 important foods for a typical family.

Farmers received \$4.57 more in higher prices . . . 83 cents of the \$1.21 remaining represented processing taxes which are later added to farmers' returns in benefit and other payments.

Consumers paid 38 percent more for 10 important foods in March 1935 than in March 1933.

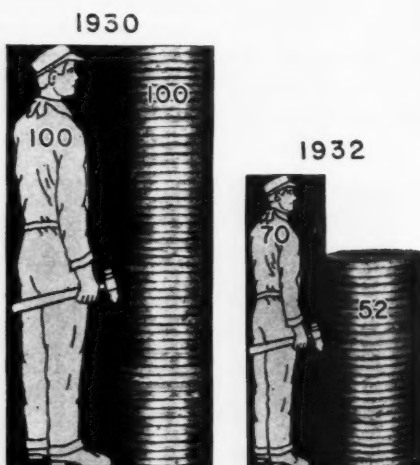
Farmers, because of the low prices they received in March 1933, gained a 91 percent increase in prices.



Better pay to farmers means better sales of city-made goods. Rural sales increased in dollars, 61 percent from February 1933 to February 1935.

High farm income means bigger total pay, more jobs, for city consumers.

Low farm income means less total pay, fewer jobs, for city consumers.



Between 1930 and 1932 farm income dropped 46 percent; factory jobs dropped 30 percent; factory pay rolls dropped 48 percent.

Would consumers be better off if farmers received less?



All control programs—except rice—provide for greater production in 1935 than in 1934. Wheat acreage has been raised from 85 to 90 percent of the base, and on March 20 virtually all restrictions on spring wheat planting were removed.

To rebuild meat supplies, AAA has encouraged the shifting of acres from surplus crops into feed crops and into pastures ... 88.6 percent of these acres were so planted. AAA has bought close to 19 million bushels of seed grain for use in drought areas. AAA's 1935 corn-hog program encourages planting on contracted acres of other feed crops which will mature earlier.

A.A.A. conserves and rebuilds food supplies



More than a billion pounds of meat, butter, cereal foods, cabbage, lard, cheese, sugar, beans, apples, sirup, citrus fruits—which were threatened with waste or were burdening farm prices—were bought by AAA in 1933 and 1934 and distributed through the FSRC and FERA to consumers without incomes—the greatest food conservation undertaking in peace time.

As more jobs are found ... as consumers' incomes are increased, farmers can afford to expand their production to supply greater quantities of food without fear that prices will be forced back to the starvation levels of 1932.



Better Breaks *for* Butter Consumers

GOOD NEWS for butter consumers comes from more than one front.

ONE STATE butter grading law celebrated its first birthday on April 4. Beginning last spring, Oregon consumers no longer needed to buy their butter blind. Every pound of butter that went into circulation there had to be graded A, B, or C. In the year since the State Agricultural Act went into effect, consumers put their reaction on record by eating more butter. This seems to show that consumers can find more room in the food budget for a product of known quality than for a guessing game.

OTHER SIGNIFICANT items on the Oregon record tend to prove that grade standards are good business for all parties to the butter contract. Creameries made more Grade A butter and less of the grades now known as B and C than they did last year. Oregon dairymen produced nearly a million and a half more pounds of butter than in the same period the year before.

ANOTHER STATE with butter grading laws is Washington. Idaho and California are considering legislation containing similar features.

BUTTER PRODUCERS and manufacturers of 11 western States attended hearings a few weeks ago on a proposed marketing agreement in which one requirement would call for labels showing A B C consumer grades on all packages.

CONSUMER ORGANIZATIONS sent representatives to the hearings to urge con-



Weighing and inspecting
butter in a laboratory

sumer grades in the marketing agreement, which would cover California, Colorado, Arizona, Nevada, New Mexico, Montana, Wyoming, Idaho, Utah, Washington, and Oregon. These States, producing 225,600,000 pounds of butter in 1933, are big butter States, but biggest are Iowa, Michigan, Minnesota, and Wisconsin, the group responsible for 44 percent of all the country's supply in 1933.

A B C GRADES are real news in butter. Grades have existed before, but not grades consumers could use. The United States Government set up standards for "scoring" butter in 1919, through the Bureau of Agricultural Economics in the Department

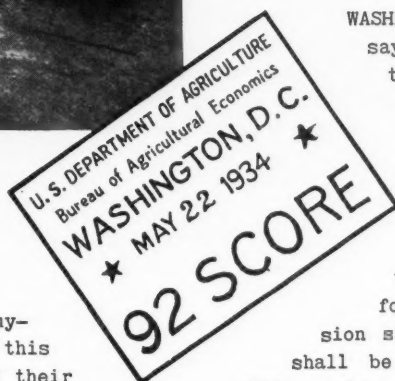


Stamp used for marking packages of Government graded butter.

of Agriculture. When people buying or selling butter use this scoring system they do it of their own accord, paying a small fee for the service. In 1933 Government graders marked about one-eighth of the creamery butter the United States produced.

SCORE MEANS practically nothing to the average consumer. To the Government grader it means the total of the butter's rating on five different counts:

- (1) Flavor.
- (2) Body or texture.
- (3) Color.
- (4) Salt.
- (5) Package.



93-SCORE is top mark for most market butter. Translated into terms for consumers to use in buying, 93-score would be called AA in the proposed marketing agreement. Added stipulation is that if 93-score AA butter is not quoted on the regular market exchange, it must not be sold at less than 0.5 cent above the price of 92-score.

92-SCORE butter would rate a grade of A, under the marketing agreement, and Oregon grading laws coincide. Grade B would mean 90-score butter, and 90-91 in Oregon. Grade C would mean 88-score butter, and 89 or less in Oregon.

CONSUMER ORGANIZATIONS suggest one improvement in grades now included in proposed marketing agreement. They say Grade AA is confusing, that top quality butter should be Grade A, other grades adjusted accordingly.

WASHINGTON STATE grading law says all butter scoring less than 90 must be marked "Under Grade—Made from No. 2 Cream."

CREAM GRADING, as part of the proposed marketing agreement, would mean more good news for consumers. The provision states that cream producers shall be paid according to grade.

This would encourage farmers to deliver their cream sweet to the creamery, essential to the best butter, according to experts. If farmers and small producers do not get more to pay them for the extra trips, they are more likely to wait until their cream supply has accumulated before they take it to the "cream station" or factory. During this waiting period the quality of the cream may deteriorate and off-flavors may collect in carelessly protected containers. One can of poor cream can spoil the entire lot of butter in a creamery.

MINNESOTA passed a law only recently establishing three grades of cream.

U.S. DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C.

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REPRESENTATIVES OF CONSUMER ORGANIZATIONS ARE APPEARING AT BUTTER MARKETING AGREEMENT HEARINGS AND ASKING FOR REPRESENTATION OF THE PUBLIC ALONG WITH FARMERS AND BUTTER INDUSTRY ON CONTROL COMMITTEES TO ADMINISTER PROPOSED AGREEMENTS STOP CONSUMER INTEREST CENTERS ON HAVING ADEQUATE LABELS ON BUTTER PACKAGES STOP THEY PRESENT THESE ARGUMENTS QUOTE CONSUMERS ARE ENTITLED TO KNOW THE EXACT QUALITY THEY ARE PAYING FOR STOP THEY WANT TO PAY ONLY SECOND PRICE FOR SECOND QUALITY AND BE ASSURED OF FIRST QUALITY IF THEY PAY TOP PRICES STOP IN BRIEF CONSUMERS ASK FOR HELPS IN BUYING INTELLIGENTLY STOP DISTRIBUTORS BUY BY SCORE AND SHOULD LABEL AND SELL ACCORDING TO THE SAME SCORE STOP SCORING HAS INCREASED THE EFFICIENCY OF WHOLESALE BUSINESS GRADING SHOULD INCREASE THE EFFICIENCY OF THE RETAIL BUSINESS STOP IF CONSUMERS COULD GET BETTER BUTTER MANY WOULD CONSUME AND PAY MORE THUS BENEFITING PRODUCERS AND HANDLERS STOP BRANDS NOW ARE SO NUMEROUS THAT CONSUMERS ARE BEWILDERED STOP THE SAME BRAND VARIES IN QUALITY IN DIFFERENT PLACES AND AT DIFFERENT TIMES STOP THIS IS MISLEADING STOP PRICES OFTEN DO NOT REFLECT QUALITY STOP CONSUMERS ASK FOR SIMPLE GRADES STOP THEY FAVOR ABC LABELING BECAUSE IT IS EASILY UNDERSTOOD THEY CONSIDER AA SYMBOL CONFUSING AND SHOULD NOT BE ADOPTED UNQUOTE STOP A NUMBER OF PRODUCER AND DISTRIBUTOR REPRESENTATIVES ALSO RECOMMEND CONSUMER LABELLING BECAUSE IT ENCOURAGES BETTER QUALITY AND SHOULD INCREASE CONSUMPTION

RINGE JENSEN

AAA's Consumer Counsel representative, attending hearings on the proposed butter marketing agreement for 11 West Coast and Mountain States, sends CONSUMERS' GUIDE readers this report on consumer interest in the proposed agreement.

STEPS FORWARD, no matter how short, are welcome in direct ratio to the need for them. To consumers studying the facts in the butter situation, all good news seems very good.

BUTTER FACTS came to light in Minneapolis when investigators from the agricultural department of the State university gathered information first-hand. They went into 600 retail stores in various parts of the city. Eighty-four brands were on sale, the price varying as much as 10 cents a pound in different parts of the city. Quality accounted for part of the variation. The type of store, its service and volume of business, played a part in the price difference. But the highest quality butter did not

necessarily turn out to be the highest in price. For example, 90-score butter (proposed Grade B in the marketing agreement) sold at prices ranging from 24 cents to 32 cents. 93-score butter sold at prices all the way from 27 to 35 cents. Stores of the same type sold the same quality of butter at different prices, and different grades of butter at the same price.

MINNEAPOLIS HOUSEWIVES received their quota of questions. Investigators asked them whether they knew what butter scores meant. To the surprise of the questioners, three or four out of a hundred housewives did know what the different butter scores signified. The investigators pursued the matter further. They learned

A few other States have cream-grading laws, and several more are considering them.

INTENSIVE CAMPAIGN for high quality cream in the dairy industry, stimulated by the Food and Drug Administration during the last months, brings more good news to butter consumers. Food and drug inspectors are concentrating on the watch for unfit cream and butter, along with their regular vigilance over the other foods and drugs that might be harmful for consumers. Since the beginning of the year, they have seized as unfit for consumption over 11,000 pounds of butter and 3,500 gallons of cream. They found that no one section of the country was more guilty than another in using objectionable cream.

that each of the women who knew the meaning of butter scores was the wife of one of the men who make a career of butter marketing.

MINNEAPOLIS REFLECTS the situation in the butter market everywhere in the country. Whether consumers buy a waxed paper-wrapped carton of quarter pounds or an irregular blob of "tub" butter from the grocer, or a cheesecloth-covered mound on a plate from a country neighbor, taste and smell have often seemed to be the consumer's only guide to quality. When buying packaged butter, consumers can seldom use these guides before buying.

HIGH PRICE is no quality guarantee. One manufacturer in a large city is now wrapping "process butter" in one-sixth- and one-eighth-pound sticks, selling them for 8 and 5 cents each on local markets, not subject to the regulations of interstate commerce, bringing the price of a pound of "process butter" up to the price of a pound of good creamery butter.

"PROCESS BUTTER" is the label required by Federal regulations for butter that is made over from "packing stock", which originates this way: In some parts of the country, farmers trade in their butter at the local country store. The storekeeper holds whatever he cannot dispose of until he has quite a supply to send to the jobber. This indiscriminate mixing of fair and poor quality of butter lowers the quality of the whole lot. In order to produce a marketable quality it is necessary for the butter to go to a process-butter factory where it is melted, filtered, and aerated for several hours so that no trace of its past shows to the naked eye.

BUTTER IMPURITIES too small to be caught by a filter could not be detected until 1934. Then the Food and Drug Administration perfected a process for microscopic examination and detection of insoluble matter in butter. Armed with this scientific gage they began to make seizures of unfit lots of butter which had been shipped in interstate commerce.

IF CONSUMERS in other places react as Oregon consumers did when given a chance to buy with certainty of quality, then America might step up its butter consumption a long way. As it is, we are only average as a butter-eating nation. Our total consumption sounds impressive — 2 billion pounds a year. But it averages out to just a little more than 18 pounds apiece. New Zealanders, living in a land that boasts about the quality of its butter, eat an average of 40 pounds apiece each year.

BETTER BREAKS are ahead for Canadian consumers, too. Cream grading laws have been enforced there for a long time. But not until this year did consumer grades appear on any butter packages in Canada. Beginning May 1, consumers in the Province of Alberta bought their butter labeled, "First Grade", "Second Grade", "Third Grade" or "No Grade" and could pay accordingly.

CREAM GRADING alone cannot bring butter up to top possibilities. When creameries pay farmers better prices for better quality cream according to law, and then have to sell the higher quality butter at no higher price because the consumer at the end of the line has no inducement to pay for quality, the incentive for high quality is lost.

BETTER HEALTH is on the cards for better-butter eaters. Butter ranks as an "excellent" source of Vitamin A, which helps to prevent infection, is necessary for well-being at all ages. Among milk products butter is the best source of the sunshine Vitamin D, hardest vitamin to find in the regular food supply.

BUTTER VARIES as to its vitamin content. Recent studies by nutrition experts show that butter from cows grazing on fresh pasture is three times as rich in Vitamin A and in Vitamin D as butter from cows on a diet of dry feed. From now on through the summer, then, consumers can be sure of getting vitamin-rich butter.

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CONSUMER-FARMER BRIEFS

from WASHINGTON

MORE THAN 2 percent of the country's annual requirements of the more important concentrated food products were distributed free to families on relief during the 16 months up to February 1935. This represents a total of 1,010,600,000 pounds of meats, dairy products, flour, cereals, beans, potatoes, cabbage, and other food items. Total consumption of these products runs in average years about 46,900,000,000 pounds. Some 6 percent of the basic food requirements of families on relief were supplied in this way and all this food was in addition to their payments from cash or work relief. In addition to these food products, about 188,000 bales of cotton, in raw form for making mattresses or in the form of blankets and cotton piece goods, were also distributed free to relief families. This represents 3.4 percent of our total annual consumption of around 5,500,000 bales.

TWO-WAY relief, this distribution not only helped families on relief to get a better diet and more adequate shelter than they would have received otherwise, but helped farmers to receive more adequate prices for their products by removing from the market supplies which were depressing farm prices or by salvaging livestock which would have starved because of drought-reduced feed supplies.

AAA

QUESTIONS about meat imports are bothering some consumers. With livestock supplies shorter than last year you might expect more imports of meats. Actually there has been no significant increase. Here are the facts lined up:

PORK.—Ordinarily we import very little pork and lard. Imports of hog products into the United States during last year were only about 1.5 million pounds. Against this, we exported 400 times as much, and we produced 5,500 times as much in pork and lard.

BEEF.—Last year we imported 47½ million pounds—nearly 10 million pounds less than the average in the last 10 years, and only 1½ percent of our normal beef production. During January and February of this year we imported about 9 million pounds of beef. That is about equal to our beef imports for those same months in previous years.

AAA

OTHER IMPORT FACTS.—Drought laid waste such a large amount of feed grains in 1934 that imports of these farm products have been larger than average. Even with this increase, all grain imports from July 1934 to March 1935 were only 0.6 percent of our average production of grains, and less than 2 percent of the loss due to drought. Imports of other competitive agricultural products—such as dairy products, eggs, meats—have been smaller than the last 10-year average. Altogether, imports of every kind of competitive agricultural product—grains included—have been 25 percent less than average.

AAA

FIGURE this in, when you count depression costs to farmers. Not only have they been supplying city consumers with food at reduced rates, but they have had more boarders at home to feed. On January 1, 1929, there were 30,257,000 people on American farms. Five years later, on January 1,

1934, there were 32,509,-000. Out of their reduced earnings, farmers have had to feed these additional 2½ million people forced out of cities by industry's curtailed production. In the 3 years from 1929 to 1932, industry dismissed almost 40 percent of its employees.

AAA

IF ALL factory workers were as fully employed today as they were in 1929, though they would not be earning as much as they did then, their lower earnings would buy almost as much as in that year. But 22 percent of the population that should be employed is unoccupied and 20 million persons are on relief. Farmers need more urban workers employed.

AAA

SPRING is the time when consumers used to be bothered with "off-flavors" in milk. That's come to be almost an out-of-date consumer complaint because good dairy farmers who produce market milk have taken the problem in hand. Nowadays these dairy-men give as much attention to preventing objectionable flavors in milk as they do to preventing milk from souring. By following a few simple rules about feed, pasture weeds, and handling of raw milk, dairymen can hold their troubles with flavors and odors to the minimum. The Department of Agriculture tells them how.

DO YOU KNOW your lambs? With lamb prices closer to last year's levels than prices of beef or pork more consumers are exploring new ways of including lamb in their dinners—and doing it economically.



Consumers testing different lots of canned peas and giving the Food and Drug Administration the benefit of their critical judgment of proposed minimum quality standards under the McNary-Mapes amendment. Before any food standard is adopted, this Administration acquires opinions from many different sources and correlates these with the technical definitions of its research staff. After a standard is adopted, a food that is "Below U. S. Standard" must be so labeled. These standards fix MINIMUM quality only. There is a wide range of quality above this minimum which is not indicated by any standardized compulsory grading system. Foods which fail to measure up to these standards must still be fit for consumption as required by the Food and Drug Act.

EACH TYPE of lamb has its season. This is the time of year when plenty of "fed lambs" come to market. "Fed lambs" were born last spring and since late summer or fall have been fattened or "finished" in feed lots or sheds. You find them on local markets from December to May. Early "spring lamb" is most plentiful from May to July. "Spring lambs" are usually sold when they are 3 to 5 months old. They are fattened chiefly on their mothers' milk. Next type on the market is "grass lambs", fed on grass and sold 5 to 8 months old. In late winter and spring "feeders" come to market. Mutton is hard to find because sheep growers market about 90 percent of their stock as lambs.

EVERY CUT of lamb is tender because the animal is so young. Breast and shoulder are the cheaper cuts and make good roasts when stuffed. The Bureau of Home Economics tells how in its leaflet "Lamb as you like it", which you can buy for 5¢ from the Superintendent of Documents, Government Printing Office, Washington, D. C.

[Concluded on Page 27]

Your Food Bill

FOOD COSTS in general stood still during the 2 weeks from March 12 to 26. The Bureau of Labor Statistics index number of retail prices of all foods on both dates was 121.7 percent of the 1913 level.

ALTHOUGH the prices of most meats continued to go up somewhat there were some important drops in meat prices during the latter half of March. These included a decrease of about 2 percent in the price of leg of lamb and about 3 percent in the price of pork chops. These decreases in prices almost balanced increases in prices of a number of other cuts of meats so that the total index of meat prices went up only 0.1 percent during the two weeks. This is a very moderate increase in comparison with the sharp advance during the past several months. Prices of cereal products also went up an average of 0.1 percent during the 2 weeks, due to increases in prices of cornmeal, rice and wheat cereal. There have been very few changes in prices of the most important cereal products, such as bread and wheat flour, for many months.

PRICES OF onions and cabbage continued to rise throughout March and this was true also of a number of fresh vegetables which are not quoted here. On the other hand prices of most stored and canned fruits and vegetables remained about the same and in general are not much higher than a year ago. During the 2 weeks ending March 26 the index number of fruit and vegetable prices went up 3.7 percent.

CHANGES IN CITY RETAIL PRICES

Kind of food	Mar. 27, 1934	Mar. 12, 1935	Mar. 26, 1935	Change in year	% above or below 1929-31 av.
<u>Dairy products</u>	¢	¢	¢	%	%
Milk, qt. (Grade A delivered)	11.1	11.9	11.9	+7.2	-13.1
Cheese, lb.	24.2	26.5	26.1	+7.9	-25.4
Butter, lb.	30.7	37.9	36.9	+20.2	-22.3
<u>Beef</u>					
Round steak, lb.	25.1	35.1	35.5	+41.4	-11.5
Rib roast, lb.	20.7	29.4	29.6	+43.0	-12.7
Chuck roast, lb.	15.2	22.7	23.0	+51.3	-11.2
<u>Pork</u>					
Chops, lb.	24.1	33.1	32.1	+33.2	-4.5
Lard, lb.	10.3	18.6	18.7	+81.6	+13.3
Whole smoked ham, lb.	18.5	26.0	26.3	+42.2	—
<u>Lamb</u>					
Leg of lamb, lb.	25.1	28.0	27.5	+9.6	-24.0
Breast lamb, lb.	10.8	13.8	13.5	+25.0	—
Square chuck, lb.	18.0	21.8	21.4	+18.9	—
<u>Poultry and Eggs</u>					
Hens, lb.	24.4	28.2	28.6	+17.2	-22.1
Eggs, doz.	24.6	29.2	28.0	+13.8	-20.7
<u>Bread</u>					
White, lb.	8.0	8.3	8.3	+3.8	-3.5
Rye, lb.	8.6	8.9	8.9	+3.5	—
Whole wheat, lb.	8.6	9.0	9.0	+4.7	—

(continued)

BALANCING the increase in prices of meats, cereals, fruits and vegetables were declines in the prices of dairy products, eggs and miscellaneous foods. A drop in the prices of butter and cheese brought the index number of dairy products down 0.8 percent. Egg prices fell off 4.7 percent and miscellaneous foods fell off 0.1 percent.

COMPARING March 26 prices with those of a year ago we find that the greatest increase has been in the case of meat which has gone up 36.5 percent during the past year: egg prices are up 13.8 percent; miscellaneous foods up 13.4 percent; dairy products up 11.1 percent; cereal products up 4.6 percent. Fruit and vegetable prices have gone down 8.8 percent. The drop in fruit and vegetable prices, however, is due almost entirely to lower prices of white potatoes which are now selling at retail

CHANGES IN CITY RETAIL PRICES

Kind of food	Mar. 27, 1934	Mar. 12, 1935	Mar. 26, 1935	Change in year	% above or below 1929-31 av.
<u>Cereal products</u>	¢	¢	¢	%	%
Flour, lb.....	4.8	5.0	5.0	+4.2	+6.4
Macaroni, lb.....	15.7	15.7	15.7	0.0	-16.9
Wheat cereal..... (28-oz. pkg.)	24.3	24.3	24.5	+0.8	-3.2
<u>Vegetables - canned</u>					
Corn, #2 can.....	11.3	12.9	12.9	+14.2	-15.1
Peas, #2 can.....	16.6	17.6	17.8	+7.2	+11.2
Tomatoes, #2, #2½ can	10.5	10.4	10.5	0.0	-13.2
<u>Vegetables - fresh</u>					
Potatoes, lb.....	2.8	1.7	1.7	-39.3	-43.3
Onions, lb.....	4.5	6.6	7.3	+62.2	+30.4
Cabbage, lb.....	3.7	6.0	7.1	+91.9	+14.5
<u>Vegetables - fresh</u>					
Lettuce, head.....	8.0	8.2	9.0	+12.5	—
Spinach, lb.....	6.7	10.7	9.7	+44.8	—
Carrots, bunch.....	5.6	6.5	6.4	+14.3	—
<u>Fruits - canned</u>					
Peaches, #2½ can.....	17.9	19.7	19.7	+10.1	—
Pears, #2½ can.....	20.7	23.1	23.1	+11.6	—
Pineapple, #2½ can.....	21.8	22.6	22.7	+4.1	—
<u>Fruit - fresh</u>					
Apples, lb.....	6.3	5.7	5.9	-6.3	—
Bananas, doz., lb.....	22.5	23.2	22.8	+1.3	-25.7
Oranges, doz.....	27.8	28.6	29.2	+5.0	-28.8

prices 39 percent below those of a year ago. Since potatoes are such an important item in the diet they are weighted much heavier in the index than are the other fruits and vegetables.

DURING THE past few weeks there have been substantial increases in the prices of a number of the more perishable early vegetables from the South. Shipments of a number of these vegetables have been very light recently on account of bad weather conditions in the early growing area. Some of these vegetables, however, are now beginning to be shipped from the second early States and as these States get into the middle of their shipping season it is expected that supplies will be much more liberal than they have been recently and prices are likely to be correspondingly lower.

MOST recent reports by the Bureau of Agricultural Economics showing prices re-

Your Food Bill

(continued)

ceived by farmers indicate that prices at the farm fell off from 111 percent of the prewar level in February to 108 percent in March. There was a general decline in the prices of most crops and seasonal downward trends in prices of dairy and poultry products. On the other hand prices of livestock continued to advance and reached the highest levels which have existed since 1930. Reports further indicate declines in farm prices of grain, cotton and cotton seed, truck crops, dairy products, chickens and eggs and miscellaneous farm products. The index number of fruit prices remained the same.

WHILE THE prices paid farmers fell

off from February to March, the prices of things bought by farmers increased from 127 percent of prewar in February to 128 percent in March. Thus the purchasing power of farm products in February was 87 percent of the prewar and in March it fell off to 84 percent. While this is substantially higher than the level of 70 percent a year ago it is the lowest purchasing power of farm products since the first of the year. When this is combined with the fact that farmers have in general much smaller crops to sell, it is obvious recent trends in prices are of special significance from the standpoint of the farmer.

IT IS only natural that the GUIDE should be receiving protests from consumers about recent increases in the prices of food. Increases have been substantial in some foods, particularly in the case of

[Concluded on Page 27]

DAIRY PRODUCTS

PRICES to consumers for butter continued to drop in the latter half of March, falling off a cent a pound from March 12 to March 26. Cheese prices also dropped, the decline amounting to 0.4 cent a pound. The price of fresh milk remained the same but there was a slight increase in the price of evaporated milk.

COMPARING dairy product prices with those of a year ago, it will be found that while butter prices have gone up markedly, the increase in the price of other dairy products has been moderate. For example, present prices of fresh milk, evaporated milk, and cheese are all between 7 and 8 percent above those of a year ago. This increase is considerably less than that which has occurred for most foods.

BUTTER prices on the other hand are now about 20 percent above those of a year ago, although the recent drop in prices has reduced the spread between this year's levels and those of 1934.

THERE is usually a tendency for prices of milk and butter to fall off somewhat during the spring months and to reach their low point about June. The trend in prices of dairy products from now until summer will depend very largely on the condition of pastures this spring. If pastures are good, prices of dairy products are not likely to go up very much from their present levels in spite of the continued high cost of feeds. Prices of feed grains fell off somewhat during March but are still decidedly above the level of a year ago. Even with the higher prices of butter, dairy farmers in many areas are forced to cut down on the rations they feed to dairy cows.

Average Retail Prices, March 26, 1935 (cents)

Markets	Fresh milk Grade A (delivered)	Cheese (lb.)	Butter (lb.)
United States.....	11.9	26.1	36.9
North Atlantic:			
Boston.....	12.7	25.4	36.7
Bridgeport.....	14.0	29.3	38.3
Buffalo.....	12.0	26.4	35.8
Fall River.....	13.0	24.1	36.9
Manchester.....	12.0	26.1	36.3
Newark.....	13.0	26.8	38.8
New Haven.....	14.0	22.1	37.2
New York.....	12.5	29.0	38.3
Philadelphia.....	11.0	29.2	38.3
Pittsburgh.....	12.7	26.9	37.2
Portland, Maine....	10.0	26.0	37.1
Providence.....	13.0	25.0	36.5
Rochester.....	12.0	27.5	35.6
Scranton.....	11.0	27.1	35.7
South Atlantic:			
Atlanta.....	14.0	24.8	39.5
Baltimore.....	12.0	28.6	38.9
Charleston, S. C....	14.5	24.9	37.8
Jacksonville.....	15.0	24.4	38.3
Norfolk.....	14.0	23.0	38.0
Richmond.....	12.0	24.4	37.2
Savannah.....	14.0	24.6	37.4
Washington, D. C....	13.0	26.7	38.9
North Central:			
Chicago.....	11.0	29.1	37.0
Cincinnati.....	12.0	25.8	37.0
Cleveland.....	11.0	29.9	37.6
Columbus.....	10.0	26.7	38.2
Detroit.....	12.0	25.1	38.0
Indianapolis.....	10.0	25.8	37.9
Kansas City.....	12.0	28.2	36.8
Milwaukee.....	10.0	25.5	35.9
Minneapolis.....	10.0	25.6	35.4
Omaha.....	10.0	26.1	35.9
Peoria.....	11.0	25.2	37.1
St. Louis.....	12.0	24.6	38.5
St. Paul.....	10.0	26.3	36.2
Springfield, Ill....	11.1	26.0	36.6
South Central:			
Birmingham.....	13.5	24.1	37.6
Dallas.....	10.0	27.4	33.9
Houston.....	12.0	23.1	37.5
Little Rock.....	12.0	24.3	34.5
Louisville.....	12.0	25.2	38.3
Memphis.....	11.3	22.6	36.6
Mobile.....	13.0	25.3	37.1
New Orleans.....	11.3	26.1	38.3
Western:			
Butte.....	10.0	26.3	33.9
Denver.....	11.0	28.5	36.8
Los Angeles.....	11.0	26.6	34.6
Portland, Oreg.....	11.3	24.4	33.8
Salt Lake City.....	10.0	23.5	34.8
San Francisco.....	12.0	29.9	36.1
Seattle.....	11.0	23.4	35.0

Average Retail Prices, March 26, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States.....	8.3	8.9	9.0
North Atlantic:			
Boston.....	8.3	9.2	8.8
Bridgeport.....	8.7	9.1	9.2
Buffalo.....	8.4	8.5	9.4
Fall River.....	8.0	8.4	9.0
Manchester.....	8.9	9.6	9.4
Newark.....	9.5	9.5	9.6
New Haven.....	8.5	9.0	9.3
New York.....	8.9	9.0	9.6
Philadelphia.....	8.8	9.9	10.6
Pittsburgh.....	8.4	8.9	9.1
Portland, Maine.....	9.1	9.6	9.6
Providence.....	8.2	8.8	9.4
Rochester.....	8.1	8.2	8.9
Scranton.....	9.2	9.7	9.7
South Atlantic:			
Atlanta.....	9.0	9.6	9.0
Baltimore.....	8.8	9.2	9.5
Charleston, S. C.....	9.3	9.8	10.8
Jacksonville.....	9.7	9.9	10.0
Norfolk.....	8.5	8.7	9.0
Richmond.....	8.5	8.7	9.1
Savannah.....	9.5	9.7	10.4
Washington, D. C.....	8.4	8.8	8.9
North Central:			
Chicago.....	7.4	7.8	8.9
Cincinnati.....	7.9	9.3	9.5
Cleveland.....	7.8	8.3	8.7
Columbus.....	8.1	9.1	9.3
Detroit.....	7.6	7.7	7.8
Indianapolis.....	7.4	7.7	8.9
Kansas City.....	7.8	9.0	9.1
Milwaukee.....	6.8	6.7	8.3
Minneapolis.....	8.3	8.9	9.3
Omaha.....	8.5	9.2	8.7
Peoria.....	8.0	9.0	8.9
St. Louis.....	8.1	9.0	9.5
St. Paul.....	8.3	9.0	9.5
Springfield, Ill.....	8.8	9.6	9.8
South Central:			
Birmingham.....	9.7	9.7	9.9
Dallas.....	5.1	6.0	5.4
Houston.....	8.5	8.6	8.6
Little Rock.....	9.9	9.6	10.1
Louisville.....	7.4	8.0	8.6
Memphis.....	8.6	9.3	9.3
Mobile.....	9.4	9.8	10.0
New Orleans.....	8.3	8.7	9.7
Western:			
Butte.....	9.5	9.7	9.5
Denver.....	7.7	9.3	7.9
Los Angeles.....	7.6	9.4	7.7
Portland, Oreg.....	9.1	10.1	9.2
Salt Lake City.....	7.0	9.1	7.0
San Francisco.....	9.3	9.0	8.9
Seattle.....	9.0	9.9	9.0

BREAD

AGAIN THERE was no change in prices of bread. White bread continues to sell for an average of 8.3 cents, rye bread for 8.9 cents, and whole wheat bread for 9 cents a pound. The price of white bread has been reported at 8.3 cents ever since November 20. This is the same price which existed in July and August of last year.

PRESENT BREAD prices are from about 3-1/2 percent to about 5 percent above those of a year ago. On March 27 last year the price of white bread was 8 cents a pound compared with the present price of 8.3 cents. The increase of 0.3 cent a pound has been due to an increase of about 0.1 cent in the cost of flour and about 0.2 cent in the cost of other ingredients used in making bread. For example, the price of lard and other shortening is much higher than a year ago. The margin between the wholesale cost of bread ingredients and the retail price of bread is now just about the same as it was a year ago, in fact there has been very little change in this margin during the past year.

LITTLE ROCK continues to show the highest average price — 9.9 cents a pound — for the 51 cities. Jacksonville and Birmingham report an average price of 9.7 cents. The lowest average price reported — 5.1 cents — is in Dallas. This is a great deal lower than prices in any other of the 51 cities reported by the Bureau of Labor Statistics. Dallas reports also that the average price of whole wheat bread is 5.4 cents and of rye bread 6 cents. This is evidently a local situation. The city reporting the second lowest price of white bread is Milwaukee at 6.8 cents. Salt Lake City shows an average of 7 cents, while prices in Chicago, Indianapolis, and Louisville average 7.4 cents a pound.

CEREAL PRODUCTS

NO CHANGE during the latter half of March appeared in the prices of flour and macaroni, but the price of wheat cereal went up 0.2 cent a package. Present prices of these cereal products are about the same as a year ago. Prices of macaroni averaged exactly the same as on March 27, 1934, while wheat cereal prices are up a little less than 1 percent and flour prices up a little more than 4 percent.

VERY LITTLE CHANGE has taken place in the wheat market since last September. Prices have fluctuated within a very narrow range, and reports on the wholesale market during early April indicate prices approximately the same as those which existed throughout March.

ESTIMATE of the 1935 winter wheat crop has just been made at about 435,500,000 bushels. Last year the crop was about 405,000,000 bushels. While the winter wheat crop is indicated to be below normal, it is estimated that together with the spring wheat crop there will be more than enough wheat to meet normal demands for domestic consumption.

Average Retail Prices, March 26, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States.....	5.0	15.7	24.5
North Atlantic:			
Boston.....	4.8	15.2	23.3
Bridgeport.....	5.4	17.0	25.0
Buffalo.....	5.2	17.0	24.9
Fall River.....	5.2	16.2	21.9
Manchester.....	5.2	16.7	25.6
Newark.....	5.3	15.7	23.1
New Haven.....	5.1	15.8	21.9
New York.....	5.4	16.7	23.6
Philadelphia.....	5.0	16.8	22.6
Pittsburgh.....	4.7	16.0	23.5
Portland, Maine.....	4.9	17.0	24.3
Providence.....	5.0	14.7	21.9
Rochester.....	5.4	16.3	23.6
Scranton.....	4.9	17.7	24.9
South Atlantic:			
Atlanta.....	5.6	17.5	26.1
Baltimore.....	4.9	15.5	24.7
Charleston, S. C.....	5.6	16.9	25.0
Jacksonville.....	5.5	16.0	25.7
Norfolk.....	5.1	16.5	25.0
Richmond.....	5.1	15.1	23.6
Savannah.....	5.4	15.9	24.7
Washington, D. C.....	5.3	16.0	24.0
North Central:			
Chicago.....	5.0	14.6	25.2
Cincinnati.....	5.1	15.6	22.4
Cleveland.....	4.9	16.7	24.5
Columbus.....	4.4	17.0	27.7
Detroit.....	4.8	14.8	23.1
Indianapolis.....	4.4	15.1	25.6
Kansas City.....	4.7	15.6	24.7
Milwaukee.....	4.8	14.5	24.9
Minneapolis.....	4.9	14.2	23.5
Omaha.....	4.6	19.1	24.5
Peoria.....	5.2	17.0	25.6
St. Louis.....	4.9	16.7	25.0
St. Paul.....	4.8	14.5	23.5
Springfield, Ill.....	5.1	16.2	25.0
South Central:			
Birmingham.....	5.2	12.8	25.6
Dallas.....	5.0	16.7	26.1
Houston.....	5.0	13.4	22.8
Little Rock.....	5.0	15.7	28.0
Louisville.....	5.1	14.5	24.5
Memphis.....	5.5	14.6	28.0
Mobile.....	5.3	16.6	25.9
New Orleans.....	6.3	10.1	24.0
Western:			
Butte.....	4.9	16.7	25.9
Denver.....	4.0	17.2	24.9
Los Angeles.....	4.6	14.7	23.8
Portland, Oreg.....	4.3	16.6	23.3
Salt Lake City.....	4.0	16.7	25.7
San Francisco.....	5.0	16.5	24.2
Seattle.....	4.6	17.0	25.6

Average Retail Prices, March 26, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States.....	35.5	29.6	23.0
North Atlantic:			
Boston.....	44.1	34.7	29.1
Bridgeport.....	41.9	34.2	27.2
Buffalo.....	32.4	29.6	22.5
Fall River.....	42.3	30.1	25.2
Manchester.....	43.4	29.6	23.1
Newark.....	42.3	32.9	25.1
New Haven.....	42.3	33.0	23.6
New York.....	39.9	35.0	25.5
Philadelphia.....	39.5	35.9	26.7
Pittsburgh.....	36.6	30.7	25.1
Portland, Maine.....	44.1	31.8	23.6
Providence.....	43.8	26.0	29.0
Rochester.....	33.7	27.7	22.8
Scranton.....	36.0	30.4	27.0
South Atlantic:			
Atlanta.....	34.5	26.6	22.5
Baltimore.....	33.3	27.7	20.7
Charleston, S. C.....	30.9	26.9	20.5
Jacksonville.....	30.0	27.3	20.5
Norfolk.....	34.3	32.4	21.6
Richmond.....	37.3	30.7	23.1
Savannah.....	29.9	27.2	19.5
Washington, D. C.....	39.7	31.6	25.0
North Central:			
Chicago.....	33.8	31.7	25.5
Cincinnati.....	37.0	32.4	24.0
Cleveland.....	35.0	30.7	25.0
Columbus.....	36.5	29.7	24.1
Detroit.....	35.0	31.4	25.4
Indianapolis.....	36.1	27.6	22.9
Kansas City.....	32.9	28.4	21.2
Milwaukee.....	31.7	27.8	23.7
Minneapolis.....	31.4	26.6	22.2
Omaha.....	33.6	25.9	23.1
Peoria.....	32.5	25.3	21.2
St. Louis.....	37.3	28.1	22.1
St. Paul.....	29.6	27.4	23.2
Springfield, Ill.....	33.9	26.7	22.6
South Central:			
Birmingham.....	36.8	27.9	21.0
Dallas.....	35.6	28.0	20.7
Houston.....	36.5	31.7	22.5
Little Rock.....	32.4	26.7	19.1
Louisville.....	34.4	24.9	22.2
Memphis.....	36.7	30.8	19.1
Mobile.....	33.0	24.0	18.4
New Orleans.....	32.4	29.1	19.3
Western:			
Butte.....	27.5	23.1	18.4
Denver.....	31.4	23.9	21.1
Los Angeles.....	33.7	29.9	23.0
Portland, Oreg.....	26.7	22.7	17.9
Salt Lake City.....	32.0	27.1	22.3
San Francisco.....	35.1	31.2	22.1
Seattle.....	31.0	27.2	21.5

BEEF

BEEF PRICES continued to go up throughout the month of March. All beef cuts increased during the 2 weeks ending March 26. The price of round steak went up 0.4 cent; rib roast, up 0.2 cent; chuck roast, up 0.3 cent a pound. Prices of these cuts range from about 40 percent to 50 percent over last year's levels.

DURING the last few weeks retail prices of beef have increased more than prices of most other meats. Hog products have been continuing to rise moderately and lamb prices have fallen off during the latter part of March.

BEEF steers in Chicago increased in price very sharply from about the middle of December until the middle of March. There was a moderate decline in cattle prices during the latter half of March and a slight advance during the first week in April. Wholesale prices of dressed beef have followed very closely the changes in prices of cattle. There was a moderate drop in the wholesale prices of western dressed beef in Chicago from the middle of March to the end of the month but during the first week in April the price picked up again and counteracted about one-half of the drop which occurred during the second half of March.

PRICES received by farmers for beef cattle have been rising rapidly during the past few months. From February 15 to March 15 the average price at the farm rose from \$5.95 to \$6.55 per 100 pounds. A year earlier the average price was reported at \$3.79. This indicates an increase of almost 75 percent during the year and is one of the most substantial gains in prices to farmers. It should be remembered that during the past 2 or 3 years farm prices of beef cattle have been at extremely low levels. The sharp rise in cattle prices in March brought beef prices to 98 percent of prewar parity.

PORK

PRICES of pork and other hog products moved irregularly during the latter half of March. Prices of bacon, ham, and lard all increased by fractions of a cent a pound but the price of pork chops dropped a cent a pound.

AT THE FARM the prices of hogs continued to rise. The average on March 15 was reported at \$8.10 per 100 pounds, compared with \$7.10 a month earlier and \$3.88 on March 15, 1934. This indicates that farmers in March of this year were getting over twice as much for hogs as they did a year earlier. This is offset in part, of course, by the fact that farmers have fewer hogs to sell. In many cases hog farmers were forced to market their hogs last fall because of the shortage of feed and for that reason they could not take advantage of the recent increases in hog prices. Those farmers who were able to carry their hogs through the winter are now getting prices which are much better than any which have occurred for several years. Farm prices of hogs on March 15 were 89 percent of prewar parity. Hog farmers who are cooperating in the adjustment program are getting benefit payments in addition.

ON WHOLESALE MARKETS the recent movement in hog prices has been very similar to the movement in cattle prices. The sharp advance which began in December brought prices to a peak during the week of March 9. There was a moderate drop in wholesale prices of hogs during the following 2 weeks. During the last week in March and the first week in April, however, there was some recovery. The average price at Chicago for the week of April 6 was \$8.91 per 100 pounds compared with \$4 a year ago. Wholesale prices of cured hog products showed little change during March.

Average Retail Prices, March 26, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States.....	32.1	18.7	26.3
North Atlantic:			
Boston.....	31.8	18.0	28.4
Bridgeport.....	32.8	17.8	26.6
Buffalo.....	33.6	17.8	24.7
Fall River.....	32.5	17.4	26.1
Manchester.....	30.7	18.3	28.5
Newark.....	33.3	18.6	26.4
New Haven.....	30.5	17.8	29.6
New York.....	33.4	18.7	26.5
Philadelphia.....	36.0	18.8	26.3
Pittsburgh.....	33.0	18.2	25.5
Portland, Maine.....	31.6	17.9	28.4
Providence.....	32.6	17.5	27.0
Rochester.....	32.5	18.2	25.2
Scranton.....	32.5	19.3	26.8
South Atlantic:			
Atlanta.....	29.5	18.7	24.5
Baltimore.....	30.0	18.3	25.1
Charleston, S. C.....	27.5	18.9	24.2
Jacksonville.....	26.1	18.9	24.8
Norfolk.....	30.5	17.2	25.0
Richmond.....	32.4	17.8	24.6
Savannah.....	26.5	18.3	23.4
Washington, D. C.....	34.2	18.8	25.4
North Central:			
Chicago.....	32.9	18.1	25.8
Cincinnati.....	33.8	19.9	26.0
Cleveland.....	33.2	20.8	27.2
Columbus.....	35.0	18.7	27.0
Detroit.....	35.9	18.6	28.0
Indianapolis.....	32.5	18.1	25.4
Kansas City.....	30.3	18.9	26.3
Milwaukee.....	31.5	18.4	24.8
Minneapolis.....	32.8	18.5	26.8
Omaha.....	28.4	20.3	26.5
Peoria.....	30.8	19.6	26.0
St. Louis.....	31.5	18.4	24.6
St. Paul.....	31.7	18.8	25.4
Springfield, Ill.....	30.7	19.2	26.2
South Central:			
Birmingham.....	29.1	18.4	25.3
Dallas.....	31.6	19.5	26.8
Houston.....	30.4	18.5	24.3
Little Rock.....	28.9	18.8	25.2
Louisville.....	31.5	19.2	23.8
Memphis.....	27.9	17.8	25.4
Mobile.....	27.2	18.3	25.8
New Orleans.....	29.0	18.9	25.5
Western:			
Butte.....	29.5	21.2	27.5
Denver.....	32.2	20.3	27.5
Los Angeles.....	38.5	18.8	28.7
Portland, Oreg.....	32.4	19.0	26.2
Salt Lake City.....	34.8	22.5	29.4
San Francisco.....	37.9	19.4	29.8
Seattle.....	35.1	19.3	27.9

Average Retail Prices, March 26, 1935 (cents)

Markets	Leg of Breast		Lamb
	lamb	lamb	square
	(lb.)	(lb.)	chuck
			(lb.)
United States.....	27.5	13.5	21.4
North Atlantic:			
Boston.....	26.7	14.3	17.1
Bridgeport.....	26.9	10.8	21.9
Buffalo.....	26.2	13.8	23.7
Fall River.....	27.4	11.0	20.6
Manchester.....	26.9	15.7	22.5
Newark.....	26.7	13.8	23.3
New Haven.....	27.8	14.6	18.4
New York.....	26.3	12.6	18.9
Philadelphia.....	27.8	9.5	20.2
Pittsburgh.....	27.9	14.1	21.9
Portland, Maine.....	26.0	15.0	20.4
Providence.....	26.5	12.0	22.3
Rochester.....	25.3	14.2	22.1
Scranton.....	29.9	13.4	24.1
South Atlantic:			
Atlanta.....	25.3	12.7	20.3
Baltimore.....	26.9	14.4	22.4
Charleston, S. C.....	28.6	15.0	20.7
Jacksonville.....	26.6	11.5	20.9
Norfolk.....	28.8	12.4	17.8
Richmond.....	30.2	15.3	22.7
Savannah.....	28.1	13.8	20.6
Washington, D. C.....	27.9	13.9	22.5
North Central:			
Chicago.....	26.9	12.0	22.6
Cincinnati.....	31.5	18.3	27.5
Cleveland.....	28.7	15.2	25.4
Columbus.....	30.8	15.7	25.4
Detroit.....	29.5	15.0	25.3
Indianapolis.....	30.4	13.3	22.2
Kansas City.....	26.1	15.9	23.3
Milwaukee.....	28.0	13.6	22.9
Minneapolis.....	26.4	11.3	21.5
Omaha.....	25.8	10.4	19.0
Peoria.....	28.4	14.6	22.1
St. Louis.....	27.7	16.1	22.1
St. Paul.....	25.7	10.9	21.8
Springfield, Ill.....	27.1	13.6	20.0
South Central:			
Birmingham.....	26.7	12.2	17.5
Dallas.....	29.2	16.7	20.7
Houston.....	33.9	15.6	20.2
Little Rock.....	28.5	15.1	19.2
Louisville.....	31.4	15.0	24.5
Memphis.....	29.3	11.7	17.1
Mobile.....	29.9	15.8	20.8
New Orleans.....	27.4	13.1	16.5
Western:			
Butte.....	27.0	13.7	21.3
Denver.....	24.5	13.1	20.8
Los Angeles.....	26.2	12.3	18.5
Portland, Oreg.....	23.5	11.5	19.3
Salt Lake City.....	28.1	13.5	23.5
San Francisco.....	28.4	12.0	20.1
Seattle.....	25.4	13.0	20.9

LAMB

LAMB decreased in price during the latter half of March while prices of most kinds of meat were rising. Lamb legs dropped 0.5 cent a pound from March 12 to March 26; breast of lamb went off 0.3 cent; and the price of square chuck dropped 0.4 cent. Increases since last year have been much more moderate than have the increases in prices of beef and hog products. For example, the March 26 price of leg of lamb was about 10 percent above that of a year earlier while prices of beef and hog products have increased anywhere from about 33 percent to about 80 percent.

PRICE of lambs at the farm on March 15, 1935, was slightly below the levels of a year earlier. The average reported for March 15 of this year was \$6.67 compared with \$6.79 on March 15 last year. The fact that present prices paid farmers for lambs are lower than a year ago while the consumers are paying higher prices for lamb meat may be explained to a considerable extent by the fact that a year ago the value of the lamb pelts was much higher than it is today. A year ago buyers bid up lamb prices, partly in order to get the pelts. The farm price of lamb on March 15 was 89 percent of prewar parity.

LAMB probably would be cheaper to consumers except for the fact that supplies of almost all meats have fallen off. The higher prices of beef, pork, and other meats, including poultry, are tending to keep up the price of lamb. It is expected that supplies of slaughter lambs during the next few months will be as large as those of a year ago.

POULTRY AND EGGS

HENS and eggs both followed their usual seasonal price movement during the latter half of March. Hen prices went up 0.4 cent a pound from March 12 to March 26, while egg prices fell off 1.2 cents a dozen. The low point in egg prices usually comes in April. This is the time of the year when eggs are relatively cheap. It happens also that at this time of the year the quality of the eggs is usually very good.

ALTHOUGH prices of both eggs and poultry this year have been considerably above the levels of 1934, the drop in egg prices during March was more than the usual seasonal movement and it does not appear likely that egg prices will go a great deal lower than they now are. Supplies of eggs have been relatively short for some time and no pronounced increase can be expected for several months at least.

PRESENT indications are that the low point in retail prices of eggs may come earlier this year than it usually does. For example, the wholesale price of eggs in New York City reached a low during the week of March 16 and during the following 3 weeks increased about 2.5 cents a dozen. This and other wholesale market data would seem to indicate that the trough in retail prices may have already been reached.

IN SOME CITIES consumers can buy graded eggs which are inspected by the Bureau of Agricultural Economics. These eggs are usually sold in cartons and are sealed with a sticker on which the grade of the egg is indicated. The highest retail grade is called "Special." There are usually only a few of these on the market. The highest grade found in substantial quantities is "Extra."

Average Retail Prices, March 26, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States.....	28.6	28.0
North Atlantic:		
Boston.....	30.0	37.0
Bridgeport.....	31.9	37.5
Buffalo.....	30.1	30.4
Fall River.....	28.8	33.4
Manchester.....	30.3	31.6
Newark.....	33.1	36.7
New Haven.....	32.4	35.6
New York.....	31.8	37.5
Philadelphia.....	31.2	29.9
Pittsburgh.....	28.5	26.9
Portland, Maine.....	30.7	31.6
Providence.....	30.3	33.3
Rochester.....	29.8	30.4
Scranton.....	33.2	29.6
South Atlantic:		
Atlanta.....	24.1	26.0
Baltimore.....	31.8	27.6
Charleston, S. C.....	23.5	21.6
Jacksonville.....	26.8	26.3
Norfolk.....	27.5	24.4
Richmond.....	29.2	23.6
Savannah.....	21.9	23.2
Washington, D. C.....	33.6	29.7
North Central:		
Chicago.....	30.3	29.8
Cincinnati.....	33.3	25.7
Cleveland.....	32.2	28.1
Columbus.....	29.4	25.8
Detroit.....	30.4	26.9
Indianapolis.....	26.8	23.7
Kansas City.....	25.4	27.2
Milwaukee.....	27.7	27.8
Minneapolis.....	27.8	27.0
Omaha.....	25.5	24.7
Peoria.....	27.2	22.8
St. Louis.....	27.8	27.4
St. Paul.....	27.3	27.5
Springfield, Ill.....	25.1	22.5
South Central:		
Birmingham.....	22.0	22.3
Dallas.....	23.6	25.4
Houston.....	29.7	24.0
Little Rock.....	22.0	22.5
Louisville.....	25.4	21.0
Memphis.....	22.0	24.2
Mobile.....	23.7	20.8
New Orleans.....	25.0	24.7
Western:		
Butte.....	26.1	26.8
Denver.....	25.3	29.7
Los Angeles.....	31.4	28.2
Portland, Oreg.....	25.9	24.0
Salt Lake City.....	29.0	29.2
San Francisco.....	35.2	28.9
Seattle.....	27.9	29.2

Average Retail Prices, March 26, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States.....	1.7	7.3	7.1
North Atlantic:			
Boston.....	1.3	7.3	7.5
Bridgeport.....	1.4	7.4	7.2
Buffalo.....	1.4	6.6	4.8
Fall River.....	1.2	7.4	7.1
Manchester.....	1.1	7.5	7.8
Newark.....	1.5	8.2	9.0
New Haven.....	1.3	7.2	8.7
New York.....	1.8	7.5	8.5
Philadelphia.....	1.5	7.1	7.1
Pittsburgh.....	1.3	6.3	6.9
Portland, Maine.....	.9	7.4	5.9
Providence.....	1.1	7.3	8.0
Rochester.....	1.2	6.4	5.1
Scranton.....	1.1	6.7	9.4
South Atlantic:			
Atlanta.....	2.1	7.3	6.1
Baltimore.....	1.4	7.2	8.1
Charleston, S. C.....	1.9	8.1	4.3
Jacksonville.....	1.4	7.0	4.5
Norfolk.....	1.8	7.5	6.1
Richmond.....	1.6	7.3	6.4
Savannah.....	1.5	7.9	5.4
Washington, D. C.....	1.6	7.7	8.2
North Central:			
Chicago.....	2.6	7.3	9.1
Cincinnati.....	1.9	7.0	6.6
Cleveland.....	1.9	7.1	8.4
Columbus.....	1.4	7.2	8.7
Detroit.....	.9	6.7	6.3
Indianapolis.....	1.1	7.1	6.3
Kansas City.....	2.3	7.9	7.1
Milwaukee.....	1.7	6.5	6.6
Minneapolis.....	1.9	7.5	7.9
Omaha.....	2.2	8.6	8.2
Peoria.....	1.5	7.8	8.5
St. Louis.....	1.7	7.4	8.8
St. Paul.....	1.6	7.2	8.0
Springfield, Ill.....	1.5	7.7	8.9
South Central:			
Birmingham.....	1.9	7.4	5.9
Dallas.....	2.9	7.5	6.0
Houston.....	2.6	8.0	8.5
Little Rock.....	2.6	8.4	6.8
Louisville.....	1.6	7.0	7.3
Memphis.....	2.5	8.2	5.8
Mobile.....	2.0	7.2	5.1
New Orleans.....	1.9	7.6	6.8
Western:			
Butte.....	1.7	7.4	7.2
Denver.....	2.3	6.9	7.4
Los Angeles.....	2.4	8.0	4.8
Portland, Oreg.....	1.6	5.9	6.6
Salt Lake City.....	1.6	7.0	6.6
San Francisco.....	2.4	6.8	7.0
Seattle.....	2.1	7.0	7.4

VEGETABLES

(Fresh)

POTATO PRICES continued the same — 1.7 cents a pound — during the latter half of March. This is almost 40 percent under prices of last year. Potatoes have been very low ever since the crop was dug last fall. It now seems likely, however, that retail prices may rise during the next few weeks and the next GUIDE may very likely show a rise. There was a big jump in prices in the wholesale markets during the first week in April. Prices at shipping points also rose sharply and as usual the percentage rise at these points was much greater than the rise in wholesale markets. For example, the shipping point price at Presque Isle, Maine, rose from less than 30 cents to more than 60 cents per hundred pounds.

THIS SHARP advance in wholesale prices appears to be largely a reflection of low shipments from Florida and Texas. It is quite possible also that the increased prices of some other staple vegetables have shifted a section of the consumer demand to potatoes. There appears to be plenty of old-crop potatoes on the market but the early crop is likely to be rather light, at least until May or June. It should be remembered that potato prices have been very low throughout the year and that until April there has been no seasonal rise such as usually occurs.

PRICES of both onions and cabbage continue to rise sharply, onions going from 6.6 cents on March 12 to 7.3 cents on March 26. During the same time cabbage went up from 6 cents to 7.1 cents a pound. On March 26 onion prices were 62 percent above those of a year earlier and cabbage prices were 92 percent above the unusually low levels of 1934. Storage supplies of late onions appear to be rather scarce and recent shipments are only about two-thirds as great as last year. Texas is now beginning to ship the early crop.

ACREAGE OF Texas cabbage was cut in half by the freeze and total shipments so far this year are under 2,000 cars while last year there were over 6,000 cars.

VEGETABLES

(Fresh)

LETTUCE PRICES went up during the latter half of March, increasing 0.8 cent a head from March 12 to March 26. This is in spite of increased shipments during recent weeks. The Arizona crop is now coming on the market. This crop is expected to be lower than in 1934.

SPINACH PRICES fell off a cent a pound from March 12 to March 26 but are still about 45 percent over the prices of a year ago. The total spinach acreage is above that of last year. Shipments from Texas, however, have been low on account of the freeze. The second early States are now beginning to ship. There has been an increase of 13 percent in spinach acreage in these States and it appears likely that the supplies of spinach will be considerably increased within the next few weeks.

AVERAGE PRICES of carrots dropped 0.1 cent a bunch which is in line with the usual seasonal movement. Shipments of carrots have been ahead of last year, coming mainly from California and Texas. Prices of carrots would probably now be lower than a year ago except for the fact that supplies of competing vegetables are not so large. This is particularly true of such vegetables as green peas, green beans, and tomatoes. The supplies of these and several other vegetables have been light in recent weeks but appear to be increasing rapidly now. As the second early and intermediate crops of these vegetables come on the market supplies should be about normal.

FARM PRICES of truck crops dropped very rapidly from February 15 to March 15. The index number of truck-crop prices at the farm fell from 188 to 162.

Average Retail Prices, March 26, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States.....	9.0	9.7	6.4
North Atlantic:			
Boston.....	10.9	10.5	7.4
Bridgeport.....	10.0	10.9	7.3
Buffalo.....	8.3	11.1	4.9
Fall River.....	9.5	11.2	7.0
Manchester.....	10.9	10.2	7.9
Newark.....	11.1	10.5	7.1
New Haven.....	10.3	10.2	7.2
New York.....	11.3	11.2	7.4
Philadelphia.....	10.2	10.9	7.4
Pittsburgh.....	10.4	10.5	5.9
Portland, Maine.....	10.2	12.6	6.9
Providence.....	10.8	10.0	7.6
Rochester.....	9.6	10.5	6.2
Scranton.....	9.3	10.7	7.7
South Atlantic:			
Atlanta.....	9.6	9.0	8.1
Baltimore.....	11.0	11.4	7.1
Charleston, S. C.....	9.8	10.4	5.3
Jacksonville.....	8.5	9.6	6.7
Norfolk.....	10.5	7.5	7.9
Richmond.....	9.7	9.4	7.9
Savannah.....	9.5	10.8	8.0
Washington, D. C.....	11.2	11.0	7.7
North Central:			
Chicago.....	9.6	11.0	6.5
Cincinnati.....	8.5	9.8	6.6
Cleveland.....	10.1	9.4	5.6
Columbus.....	10.4	13.5	7.3
Detroit.....	9.1	9.5	6.0
Indianapolis.....	9.4	10.6	6.7
Kansas City.....	9.2	10.3	5.9
Milwaukee.....	8.9	11.1	6.2
Minneapolis.....	8.0	11.8	6.4
Omaha.....	8.9	10.6	6.1
Peoria.....	8.1	11.7	6.7
St. Louis.....	8.5	9.5	5.8
St. Paul.....	8.9	12.0	6.9
Springfield, Ill.....	9.9	10.8	6.9
South Central:			
Birmingham.....	9.2	9.8	6.2
Dallas.....	6.2	10.5	5.8
Houston.....	6.5	5.3	4.7
Little Rock.....	5.2	7.2	5.6
Louisville.....	7.4	7.5	6.1
Memphis.....	5.9	7.6	6.2
Mobile.....	8.7	8.9	6.1
New Orleans.....	7.8	5.1	4.5
Western:			
Butte.....	9.0	11.0	8.0
Denver.....	9.1	9.6	6.0
Los Angeles.....	7.8	3.6	3.3
Portland, Oreg.....	7.0	8.1	6.8
Salt Lake City.....	9.0	9.8	5.0
San Francisco.....	4.8	5.6	3.0
Seattle.....	7.4	6.3	5.4

Average Retail Prices, March 26, 1935 (cents)

Markets	Apples	Bananas	Oranges
	(lb.)	(doz., lb.*)	(doz.)
United States.....	5.9	22.8	29.2
North Atlantic:			
Boston.....	6.8	*6.0	32.3
Bridgeport.....	7.0	*5.7	31.5
Buffalo.....	5.4	25.4	27.3
Fall River.....	6.7	*6.7	30.4
Manchester.....	6.7	*6.3	33.7
Newark.....	5.9	24.3	34.4
New Haven.....	4.9	20.8	32.6
New York.....	6.6	22.9	34.3
Philadelphia.....	5.0	20.8	31.0
Pittsburgh.....	5.7	24.7	30.3
Portland, Maine.....	6.0	*7.2	31.9
Providence.....	6.2	*6.2	31.9
Rochester.....	5.0	23.8	29.1
Scranton.....	5.1	20.0	29.9
South Atlantic:			
Atlanta.....	6.0	22.5	21.5
Baltimore.....	5.9	19.2	30.6
Charleston, S. C.....	7.2	20.3	17.0
Jacksonville.....	5.9	16.5	17.0
Norfolk.....	5.9	20.1	32.1
Richmond.....	6.0	24.6	29.0
Savannah.....	5.6	20.4	16.4
Washington, D. C.....	5.7	24.9	34.3
North Central:			
Chicago.....	7.0	*6.7	31.8
Cincinnati.....	5.6	*6.5	31.9
Cleveland.....	5.1	*5.9	30.8
Columbus.....	5.4	*7.2	32.5
Detroit.....	5.8	*5.8	28.0
Indianapolis.....	5.6	*7.0	30.0
Kansas City.....	6.1	*7.2	33.9
Milwaukee.....	6.0	*6.6	30.1
Minneapolis.....	6.3	*7.5	32.1
Omaha.....	6.1	*8.0	29.2
Peoria.....	7.0	*7.1	33.0
St. Louis.....	5.8	*6.0	29.6
St. Paul.....	6.7	*7.9	32.0
Springfield, Ill.....	5.7	*7.0	35.0
South Central:			
Birmingham.....	5.6	*5.7	20.5
Dallas.....	7.5	*6.6	33.7
Houston.....	—	19.0	31.2
Little Rock.....	6.7	*5.4	20.4
Louisville.....	4.7	*6.3	25.4
Memphis.....	6.5	*5.8	23.0
Mobile.....	6.2	14.1	23.0
New Orleans.....	—	15.7	25.4
Western:			
Butte.....	6.3	*9.5	31.3
Denver.....	5.8	*7.7	33.3
Los Angeles.....	5.6	*6.3	18.2
Portland, Oreg.....	4.4	*7.6	29.0
Salt Lake City.....	6.2	*7.9	25.3
San Francisco.....	5.1	22.2	23.6
Seattle.....	4.2	*7.3	27.8

FRUIT

(Fresh)

APPLE PRICES went up 0.2 cent a pound from March 12 to March 26. Some increase usually occurs at this time of the year. The seasonal increase this year has been less than usual and the average retail price on March 26 was 6 percent under the price of a year ago. This is in spite of a small crop of apples, particularly in the east. The western crop was fairly large and shipments from that section continue to be much higher than a year ago. There are plenty of storage apples on the market and consumers can get them at reasonable prices. One factor which has been partly responsible for the low price of apples this year has been the poor export demand. Foreign orders for apples have been very low this year, especially in Germany.

PRICES OF oranges increased 0.6 cent a dozen during the 2 weeks ending March 26. This is about a normal seasonal increase. Shipments in the latter part of March were a little less than in 1934 with Florida shipping less than a year earlier and California shipping more. Shipments of grapefruit have been very similar to those of oranges. Total shipments to date have been above those of a year ago but recent shipments have been somewhat lighter.

AVERAGE PRICE of oranges is about 5 percent higher than last year, banana prices about 1 percent higher, and apple prices about 6 percent lower. This would indicate that the average prices of fruits in general are not much different than those of a year ago.

Average Retail Prices, March 26, 1935 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States.....	12.9	17.8	10.5	19.7	23.1	22.7
North Atlantic:						
Boston.....	13.6	17.3	12.3	19.6	21.9	22.3
Bridgeport.....	14.3	20.3	11.8	20.1	24.8	22.9
Buffalo.....	12.8	16.9	10.8	20.9	24.0	22.8
Fall River.....	12.6	18.3	10.3	18.4	22.3	22.5
Manchester.....	13.1	17.6	11.5	21.0	24.0	23.4
Newark.....	13.1	17.4	10.3	17.3	21.1	21.6
New Haven.....	13.6	16.3	12.4	19.5	23.6	22.9
New York.....	13.3	17.5	10.3	17.8	21.1	21.0
Philadelphia.....	12.4	17.9	11.3	19.1	22.6	22.1
Pittsburgh.....	12.3	17.6	10.8	19.3	22.5	22.7
Portland, Maine.....	13.3	17.5	11.0	20.5	25.0	23.6
Providence.....	12.9	18.6	10.3	19.0	21.6	21.9
Rochester.....	13.9	17.3	11.1	21.4	23.9	23.3
Scranton.....	14.3	16.4	10.3	20.0	21.6	22.3
South Atlantic:						
Atlanta.....	13.4	18.8	9.8	20.1	24.5	23.8
Baltimore.....	13.6	16.6	10.1	18.4	21.5	20.5
Charleston, S. C.....	11.4	17.8	10.0	19.1	22.2	22.7
Jacksonville.....	12.6	17.8	9.0	18.5	24.1	22.5
Norfolk.....	11.6	16.0	9.5	20.3	24.1	22.7
Richmond.....	13.4	18.9	9.1	19.5	23.7	22.9
Savannah.....	13.8	20.4	9.5	21.2	24.6	23.4
Washington, D. C.....	13.1	15.8	9.8	18.6	23.1	21.7
North Central:						
Chicago.....	13.9	16.6	11.1	22.2	24.8	24.2
Cincinnati.....	11.8	20.0	10.4	20.1	24.5	23.4
Cleveland.....	13.9	17.4	11.9	21.5	24.1	24.3
Columbus.....	12.6	18.8	11.0	21.7	26.4	24.7
Detroit.....	11.5	17.3	10.3	19.0	23.1	23.0
Indianapolis.....	11.4	17.4	9.9	18.6	26.1	23.2
Kansas City.....	11.1	16.9	10.0	19.5	22.4	22.8
Milwaukee.....	13.3	18.8	10.8	21.4	24.0	24.0
Minneapolis.....	11.8	18.3	11.1	20.7	24.1	24.4
Omaha.....	12.8	17.9	11.1	20.5	24.3	23.9
Peoria.....	13.5	17.9	11.4	22.0	25.1	24.1
St. Louis.....	11.8	17.9	9.5	19.4	23.9	23.0
St. Paul.....	13.0	17.3	11.1	21.5	23.2	24.0
Springfield, Ill.....	13.9	19.9	12.6	21.9	25.9	24.4
South Central:						
Birmingham.....	12.0	17.4	9.4	19.9	22.0	22.4
Dallas.....	13.6	21.0	10.3	21.1	25.4	24.2
Houston.....	12.9	17.4	9.0	18.1	21.6	21.0
Little Rock.....	12.1	18.6	9.9	19.7	24.8	23.7
Louisville.....	13.0	17.8	10.4	20.2	24.4	23.1
Memphis.....	12.4	17.6	10.0	19.2	22.1	21.8
Mobile.....	11.8	17.8	9.3	17.7	19.2	19.1
New Orleans.....	13.4	19.9	9.6	18.4	23.5	21.9
Western:						
Butte.....	14.3	17.4	12.0	21.6	23.9	24.5
Denver.....	14.5	18.3	11.6	21.3	24.5	24.7
Los Angeles.....	13.1	16.8	* 4	16.7	19.7	19.0
Portland, Oreg.....	13.4	17.6	*14.0	19.8	21.3	21.5
Salt Lake City.....	13.9	16.9	*12.4	22.0	25.5	24.0
San Francisco.....	14.0	16.0	*13.3	17.6	20.1	19.8
Seattle.....	13.1	18.4	*14.0	19.8	21.1	21.7

Consumer Queries and Comments

[Concluded from Page 2]



"HOW MUCH meat do Americans usually eat?" asks a New York consumer. "Usually" is an indefinite kind of a word, but in the years from 1928-29 to 1932-33 we apparently consumed each year about 7 billion pounds of beef and veal; 8.8 billion pounds of pork; 850 million pounds of mutton. Assuming these quantities were divided equally among everyone—men, women, and children—and that the population in these years averaged 125 million people, each person consumed annually some 56 pounds of beef and veal; 70 pounds of pork; a little less than 7 pounds of mutton. These are theoretical figures, of course, since small children and many others in the population, either from choice or necessity, consumed no meat or very much less than these averages. Others obviously consumed more. These average figures represent a much higher meat consumption than was characteristic of such countries as Great Britain, Germany, France.

Better Breaks for Butter Consumers

[Concluded from Page 11]

WINTER BUTTER is not necessarily low in vitamin content nowadays. That depends on how the dairyman has fed his cows. The more progressive dairy farmers have learned how to make up a winter ration that supplies vitamins, meaning more good news for butter consumers.

Consumer-Farmer Briefs

[Concluded from Page 13]

BETTER BREAKS for hot-dog eaters in Philadelphia, Baltimore, and Washington, have come with the new Government-graded frankfurters and other sausage products. The grading service for sausage started as an experiment, but now officials of the Bureau of Agricultural Economics of the

Department of Agriculture are having to exert themselves to keep up with the demand from meat products manufacturers asking for Government grading and certification. Top grade for frankfurters is U. S. No. 1. They must have, among other things, an attractive dark-wine color, the color character of the proper quantity of high quality fresh pork and beef, must be made of certain kinds of meat and must not contain certain other definite kinds. They must smell good and have a "delicate and appealing" taste. Sausage grading is the latest step in Government meat grading. As consumers have learned about beef grading, that service has jumped from a little over 4 million pounds in 1927 to 263 million pounds last year.

AAA

NEW WAY of getting milk into children's diet and at the same time satisfying the desire for sweets comes by way of a candy that has been evolved by the dairy industries department of Iowa State College, at Ames. There are two flavors, chocolate and honey. Chocolate flavor is made of only milk, sugar and cocoa, and each pound of either kind contains $2\frac{1}{2}$ quarts of whole milk.

Your Food Bill

[Concluded from Page 15]

meat. We believe that it would harm everybody to have retail food prices go too high. This would be not only a serious burden on families of low incomes but would also indirectly harm the farmers since it would bring about a reduction in the consumption of farm products. There is one fact, however, which we have pointed out several times and which we think should be remembered in connection with the recent increases in food prices; that is, that the price of food has been low for several years in comparison with prices of other things. Recent increases have tended to restore a more normal balance. The relation of food costs to general living costs is illustrated on page 4.

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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